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(54) Title: UNDIFFERENTIATED ERYTHROID CELLS AND THEIR USE IN LIGAND BINDING ASSAYS

(57) Abstract: The use of an erythroid cell which is substantially undifferentiated but which is capable of expressing a heterologous protein under the control of a globin promoter thereof, in an assay in which said protein interacts with an endogenous signalling cascade of said cell and said interaction is detected. In general, such assays will be functional assays. The production of suitable erythroid cells as well as cells useful in this way are also described and claimed.